

RingCentral vs. Zoom

Choosing the Right Communication Provider for Your Business

8:00 AM | *Phase 1 Clinical Trial* | **Join**
9:00 AM

9:30 AM | *MLR Updates With Legal* | **Join**
10:00 AM

Service Level
78%

Sentiment 89

Clarissa

The economic landscape has undergone significant transformations in recent years, prompting organizations to adapt to new economic and social realities. To remain competitive in 2023, it is crucial for businesses to embrace flexibility, adaptability, and innovative thinking.

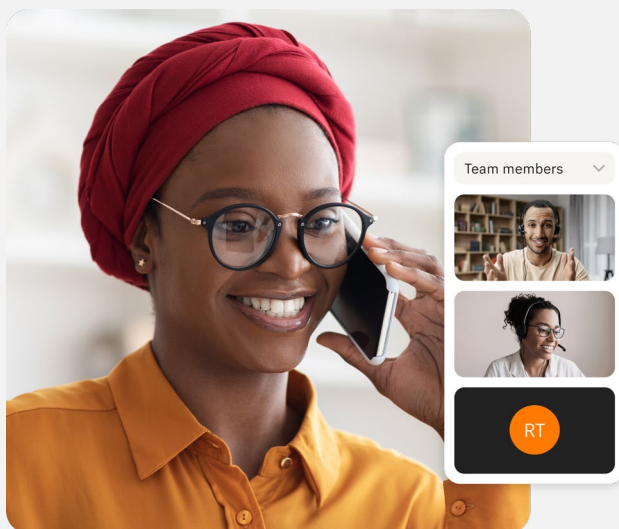
Remote work and virtual collaboration have become pervasive across many industries, and are expected to persist as a standard practice. Therefore, organizations must adjust to these changes and invest in tools and technologies that can support their operations in this constantly evolving environment, enabling them to navigate these challenges with ease.

The dynamics in several sectors indicate that **deploying comprehensive business communication tools can be one of the most effective solutions for seamless collaboration and increased efficiency:**

- Personalized **healthcare** is the highest industry priority. Patient expectations for seamless scheduling, check-ins, and hybrid (in-office and virtual) care access have stemmed from their consumer experiences. Healthcare providers require digital platforms to improve care coordination and personalization by connecting staff and patients over multi-modal touchpoints: voice, video, and messaging. Personalizing the health service experience increases lifetime value and brand loyalty.
- The **financial** services industry is also experiencing a shift, as hybrid work is the new reality and the demand for collaborative and compliant communication solutions is increasing. Cloud-based video conferencing has emerged as a promising game-changer for enhancing customer and employee experiences in this sector.
- A shift toward remote working and virtual collaboration can also be observed in **government** agencies to help attract and hire top talent. With cybersecurity, data protection, and reliability being a top priority in this sector, government organizations must deploy communications solutions to meet compliance regulations.
- Similarly, the **education** sector is adopting cloud-based communications solutions that support virtual classrooms, since hybrid learning is here to stay. Many organizations were looking for a single-point video solution during the pandemic but realized a unified platform serves more needs across the campus or district.

In the face of the rising need for digital platforms to enable remote work across these sectors, SaaS (Software as a Service) is a cost-effective way for businesses to streamline their communication infrastructure. SaaS helps organizations reduce costs by decreasing the number of cloud applications, physical servers, desktop computers, and other infrastructures they have to pay for.

While SaaS helps reduce costs, the overall goal is still to minimize spending without sacrificing the mission-critical tools that organizations need to stay competitive. **By choosing the right provider, businesses can decrease costs and improve their communications, ensuring they remain competitive in today's ever-changing business environment.**



RingCentral

zoom



OVERVIEW:

Unlock Operational Efficiency and Cut Costs with a Comprehensive Business Communication Solution

Future-Proof Your Communication Strategy: Why It's Time to Upgrade

In today's fast-paced business environment, a reliable and efficient video and phone communications system is critical for success. As organizations re-evaluate their communication strategies, it is important to recognize that once-effective solutions may no longer meet their needs. Certain providers might have been the right choice three years ago, however, the evolving business landscape of today demands a more adaptable approach to communication. While it may seem convenient to renew your current communication provider, doing so could mean missing out on significant financial and operational benefits.



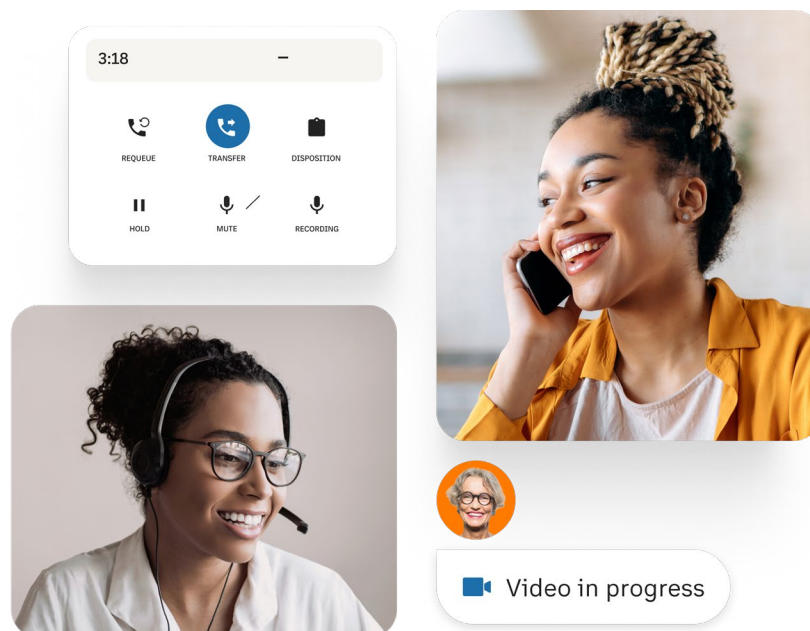
Finding the Ideal Business Communications Provider for 2023 and Beyond

Selecting the right solution for your needs requires careful consideration of the available options. RingCentral and Zoom are two popular cloud-based communication platforms, each offering a range of features and tools to support business connectivity and collaboration. While there is some overlap in their functionality, there are also key differences that can have a significant impact on business communication success.

Zoom was popular at the start of the pandemic, but it has shown limitations in delivering a complete communication solution for businesses with complex communication requirements. In contrast, RingCentral provides a comprehensive UCaaS + CCaaS solution that can lead to **immediate cost savings, increased operational efficiency**, and a **better customer experience**. Furthermore, migrating to RingCentral is seamless, as cloud-to-cloud communication ensures no downtime and minimal impact on users.

With the growing importance of consolidating applications, reducing costs, and simplifying business communication, it is essential to find a comprehensive solution that can meet these needs. **RingCentral's complete solution offers a cost-effective and efficient alternative to address these challenges.**

This guide aims to assist you in evaluating the respective offerings of RingCentral and Zoom, focusing on highlighting the distinctive features that RingCentral can provide to take your business communication capabilities to the next level.



RingCentral vs. Zoom: A Quick Comparison

The following side-by-side comparison provides an analysis of the most important features offered by RingCentral and Zoom in terms of video conferencing, APIs, customer support, and pricing, among others, rated on a scale of 1 to 4:

	RingCentral	Zoom
Video conferencing quality	****	****
Screen sharing capabilities	****	****
Recording and playback options	****	***
Virtual backgrounds	***	****
AI-powered noise suppression	****	***
End-to-End Encryption	****	**
Live transcription and closed captioning	****	***
Breakout rooms	***	****
Screen annotation tools	***	****
Unified UC and CC	****	***
SLA	****	**
Browser experience	****	**
Pricing model	****	***
Customer support	****	***
Voice APIs	***	*
SMS APIs	***	*
Depth of telephony integrations	****	**
Video SDK/APIs	***	****
Data and Analytics APIs	***	*
CRM integrations (Salesforce, HubSpot, Zoho)	**	**
User Interface and User Experience	***	***
Productivity suites and tools integrations (Google Chrome Phone, Google Workspace, Office 365)	****	***
Security and compliance integrations (SSO, Automated Archiving)	****	***
Microsoft Teams integrations (Embedded app and Direct Routing)	****	**
Cross-industry integrations (Salesforce, Microsoft Teams, Theta Lake, Okta)	****	****

RingCentral or Zoom? Features at a Glance

This section explores the key features of RingCentral and Zoom to help you make an informed decision about which communication platform best suits your organization's needs.

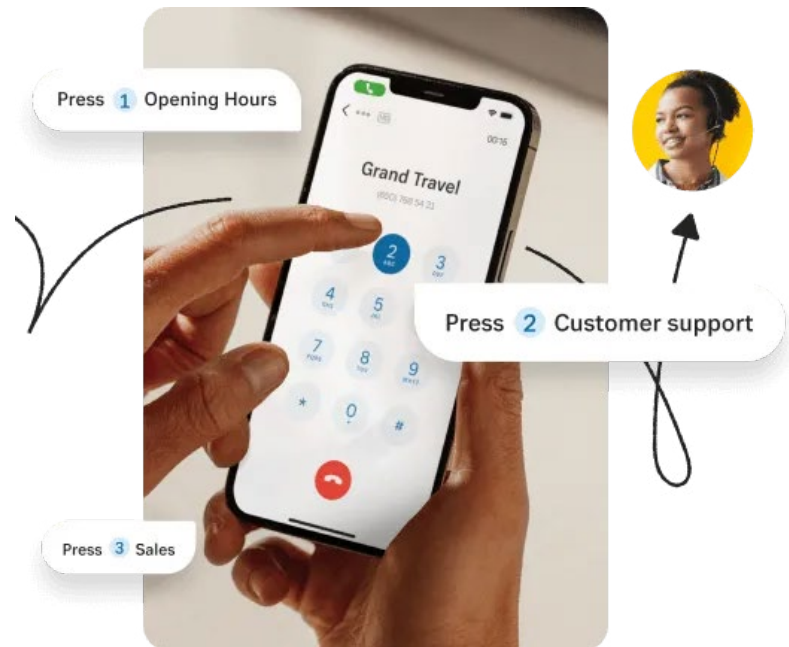
RingCentral

Industry Leadership

- ✓ **Ranked as a leader in Gartner's UCaaS MQ™ Leadership Quadrant for seven years** in a row, and received the highest score in all four use cases in the Gartner UCaaS Critical Capabilities Report.

The Complete Communications Solution (UC+CC+Frontline)

- ✓ RingCentral is the only vendor that can provide best-of-breed cloud business communications and a cloud contact center—helping organizations better retain, win, and upsell customers with faster resolution times and higher CSAT scores.
- ✓ **Richer SMS and Fax capabilities**
 - Compliant and secure internet faxing is included as a fully integrated and native solution for Advanced and above packages. Transmit your faxes securely over an encrypted connection (TLS) and store them in a password-protected account.
 - Have peace of mind that your SMS is carrier compliant and optimized for deliverability.
- ✓ **Unmatched UCaaS analytics suite:** RingCentral provides comprehensive and integrated analytics for IT professionals and line of business (LOB) users.



Global Trust

- ✓ Superior reliability, security, and reach: **RingCentral offers a 99.999% uptime SLA and 7 layers of enterprise-grade security** with calling in more than 45 countries and local and toll-free numbers in over 110 countries.
- ✓ Peace of mind with solutions that meet rigorous [global compliance standards](#).
- ✓ **First to announce E2EE for video meetings, calls, and chats.**

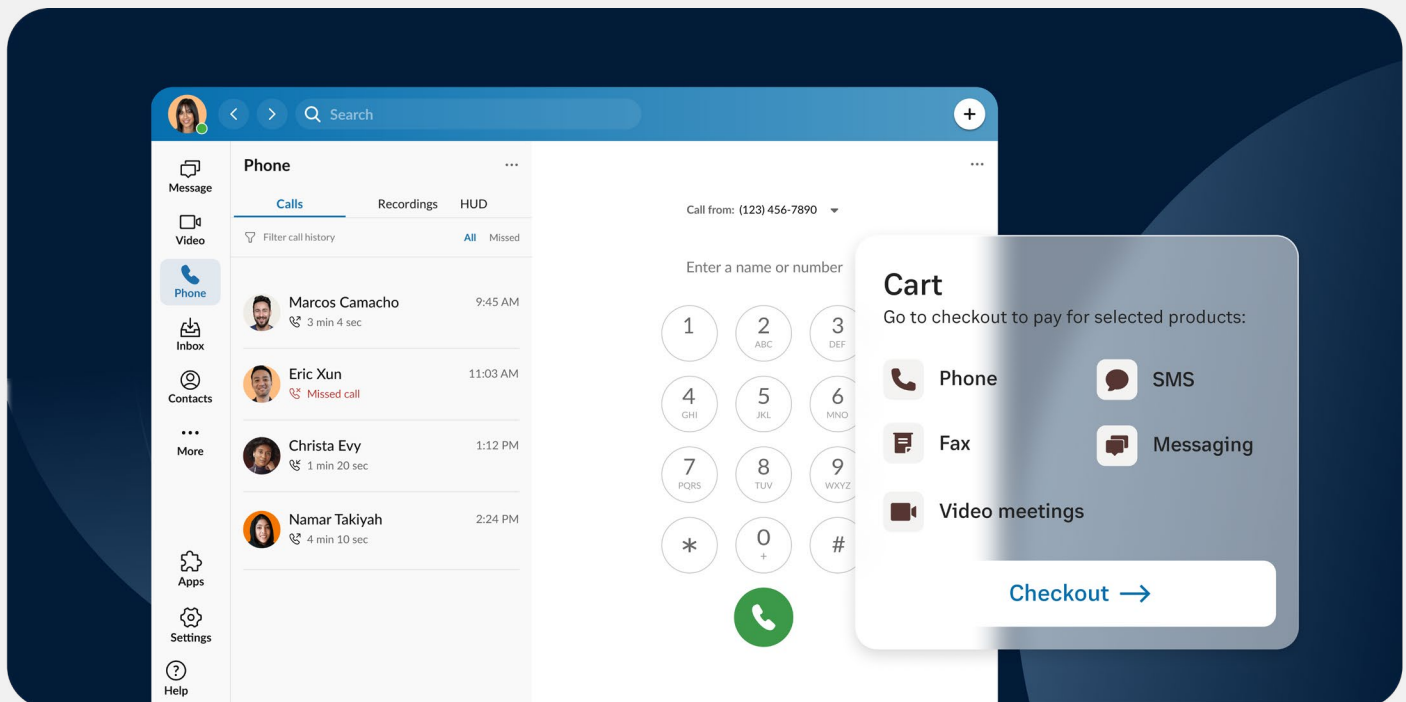
Integrations

- ✓ Seamless integration with third-party apps with a suite of no, low, and pro code options.
 - **RingCentral integrates seamlessly with over 330 popular third-party apps**, including Microsoft Teams, Salesforce, and Google.
 - RingCentral also has the world's largest suite of communication APIs—over 500 and counting!
- ✓ Provides **end-to-end unified cloud solutions** for every persona—best of cloud communications, cloud contact center solutions, and frontline worker solutions.
- ✓ The deepest integrated experience with a cloud contact center solution, with the **most voice integrations on the market**.



Contact Center

- ✓ Offers a **complete, native suite of Workforce Engagement** features, including **Workforce Management, Quality Management, Performance Management,** and **Interaction Analytics** with AI embedded throughout the platform to improve agent and customer experiences.
- ✓ Offers a **full suite of AI** and **automation capabilities**, including a bot builder for simple use cases, conversational AI voice and chatbots, and support for third-party bot platforms.
- ✓ Provides a comprehensive set of automated dialers and campaign management for outbound engagement, as well as outbound SMS and email for efficient customer outreach.
- ✓ Supports the **largest number of digital channels (30+)** to deliver great experiences to customers in their channel of choice.



RingCentral Video & Webinars

- ✓ **RingCentral Video** supports unlimited video meetings of up to 200 participants with high-definition video and audio.
- ✓ Provides guest support, with a **WebRTC-based video platform that ensures the same experience for all users**, whether on the app or browser.
- ✓ **RingCentral Video** delivers powerful AI capabilities that combat real-world challenges and provide time-saving benefits. These include AI-powered noise reduction, remote desktop control, live transcriptions, whiteboard, and participant reactions.
- ✓ **Incredible mobile video experience** that unifies frontline and desk-based workers.
- ✓ **RingCentral's advanced AI features are included in the vendor's video solution** without additional charges, while Zoom charges extra for some of its more advanced features.
- ✓ **RingCentral Webinar offers engagement features** such as polls, Q&A, and chat, making it an obvious choice when it comes to running stress-free internal and external events for up to 10,000 attendees.
- ✓ Both **RingCentral's RingSense** and Zoom IQ offer impressive meeting and collaboration features to sales teams. However, **RingSense's seamless integration with the RingCentral platform** provides a more **holistic approach to sales productivity and team collaboration**.

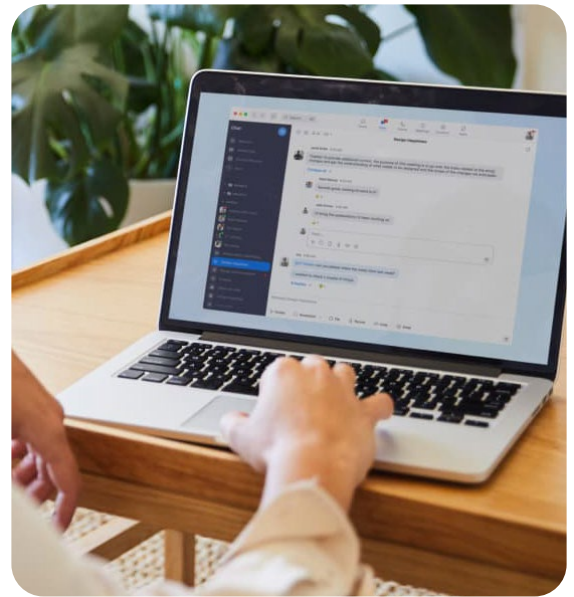
Pricing and Support

- ✓ Scalable pricing model: **RingCentral offers different pricing plans** for businesses of different sizes and needs.
- ✓ Outstanding customer support with a dedicated account manager for each customer and **24/7 omnichannel** support with multiple touchpoints.

zoom

Industry Leadership

- ✓ Known for its **high-quality video conferencing**, with features such as virtual backgrounds and breakout rooms.
- ✓ **Zoom is primarily a video conferencing platform**, while RingCentral offers a complete enterprise communications solution that includes voice, messaging, and video, all in one centralized view.
- ✓ **It is primarily cloud-based**, while RingCentral offers both on-premises and cloud-based deployment options, giving customers the flexibility to choose what works best for their business.



Business Communications

- ✓ **Provides limited telephony integration** options compared to RingCentral, which may make it difficult to use alongside other business software.
- ✓ **Lacks advanced collaboration tools** (e.g., document collaboration) that RingCentral offers.
- ✓ **Provides a fragmented messaging experience** as its messaging feature is separate from its video conferencing, unlike RingCentral, which has integrated messaging with video and phone systems.
- ✓ **Provides a disjointed browser experience** compared to the desktop one, lacking a simultaneous video feed and certain features such as Call to Meeting. While Meeting Switch is available, the overall experience is not as seamless as the one offered by RingCentral.

- ✓ **Requires hosts to manually start and stop call recordings**, which can be inconvenient and a potential source of human error. RingCentral's call recording feature can be automated, ensuring all calls are recorded without manual intervention.
- ✓ Zoom has had some **reported reliability issues with its phone service**, including **dropped calls and a lack of support**. In contrast, RingCentral has a reputation for providing reliable and stable phone services, backed by its industry-leading uptime guarantee of 99.999%.
- ✓ **Lacks rich reporting and analytics** across all modes.

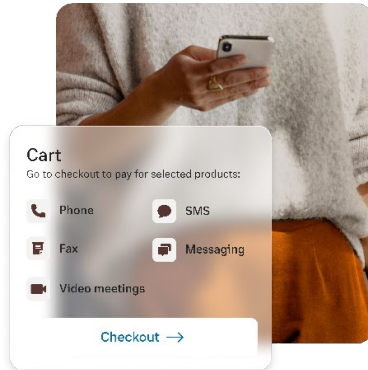
Security

- ✓ **Does not provide dynamic E2EE** for meetings. Plus, the vendor does not ensure E2EE at all when joining from a browser.

Contact Center

- ✓ **Zoom Contact Center's AI capabilities** are limited to a chatbot for digital interactions. There are also no AI capabilities for agent assistance or analytics use cases.
- ✓ **Zoom Contact Center** is inbound only. It does not support automated dialers or outbound digital channels.
- ✓ **Zoom Contact Center offers only 3 digital channels**, while RingCentral provides a comprehensive set of 30 digital channels allowing customers to connect via their preferred channel—SMS, live chat, email, social, or messaging channels.
- ✓ Although Zoom appears to be a more cost-effective solution, **RingCentral's additional features and integration capabilities make it a more valuable option** for businesses.
- ✓ While Zoom is available in more than 40 countries and territories, **RingCentral has a broader global presence and coverage**, with data centers in multiple countries, providing customers with reliable and fast service no matter where they are located.
- ✓ Zoom Contact Center **does not offer a full suite of Workforce Engagement Management** features. Its Workforce Optimization and Quality Management features are only available for Beta testing. Zoom relies on partners like Calabrio for a full WEM suite.

What RingCentral Customers Are Saying

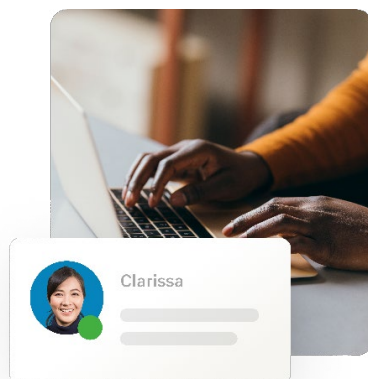


Customer 1



“Residents depend on our agencies every day for essential services, and our previous VoIP system made it nearly impossible for those employees to stay accessible during COVID-19. **RingCentral has made all the difference in our ability to work from anywhere**, communicate in whichever format the situation calls for—whether that’s voice or text or video—all while keeping our county’s telecom costs low.”

Read full review [here](#)



Customer 2



“RingCentral gives us so much flexibility and functionality that **we’re able to think about growth-oriented processes we hadn’t before**—like adding contact center agents at our branches, setting up hybrid office space, and creating a more data-oriented coaching program for agents.”

Read full review [here](#)



Customer 3



“We’re a geographically distributed company, and from a telecom standpoint, we were functioning like a bunch of islands. **But thanks to RingCentral, now we operate like one unified team** where everyone is on this wonderful cloud platform and can connect with anyone else, anywhere, from any device.”

Read full review [here](#)

RingCentral Advantages

As video conferencing has become an essential part of the modern work environment, businesses must consider their options carefully. When choosing between RingCentral and Zoom, there are some key differences to acknowledge.

Here is how RingCentral stands out compared to Zoom:

RingCentral offers **a more comprehensive communications platform** that includes not only video conferencing but also voice and messaging, all in one centralized view. The platform is **highly customizable**, providing you with the ability to integrate with third-party applications and tools through **open APIs**.

RingCentral **has deeper, broader, and higher quality integrations and the most voice integrations** on the market. These include 330+ pre-built integrations, 150+ voice integrations, approximately 7,000 custom integrations, and a mature API ecosystem with more than 75,000 developers.

RingCentral's **customer support** is also highly regarded. Live support is available around the clock, and enterprise customers have a dedicated Technical Account Manager (TAM).

In terms of **pricing**, RingCentral offers a per-user model that simplifies budgeting and is easily scalable as your business grows.

Finally, RingCentral's focus on **security and compliance** is another key benefit, with features such as Transport Layer Security (TLS) and Secure Real-Time Transport Protocol (SRTP) encryption between all endpoints, and compliance with industry regulations such as HIPAA and HITRUST.

Overall, RingCentral provides a more robust and customizable communications platform with top-notch customer support, making it an attractive option for organizations with complex communications needs.

In addition, RingCentral addresses 5 critical pain points:

1 The imperative need to reduce costs in 2023

RingCentral helps organizations reduce costs by consolidating communications tools and services into one platform, streamlining communication processes, and improving collaboration.

2 The need for a unified UCaaS and CCaaS solution

RingCentral's unified market-leading UCaaS + CCaaS solution combines voice, video, messaging, and AI-powered contact center capabilities into a single platform, simplifying communication infrastructure and enhancing customer experience across all channels.

3 Doing more with less: finding subscription efficiencies

RingCentral offers subscription-based pricing models that make it simple for organizations to pay only for what they require. Its cloud-based communication platform is scalable and flexible, allowing businesses to add or remove users, features, and services as needed.

4 Solid customer experience infrastructure and investments

RingCentral empowers businesses to deliver personalized and efficient customer experiences with advanced features such as intelligent routing, insights, analytics, and CRM system integrations.

4 Leveraging AI-powered solutions

RingCentral's AI-powered communication capabilities automate routine tasks and improve efficiency. By leveraging leading AI technologies like natural language processing and machine learning, the platform provides advanced features, including noise reduction and live meeting transcriptions. Furthermore, when recording meetings, RingCentral employs AI technologies to create summaries, keyword indexes, and highlight video reels, which enable users to efficiently review and understand meeting content.

From Cost Savings to Customer Satisfaction: Measuring RingCentral's Success

RingCentral's cloud CCaaS services have demonstrated impressive performance metrics and substantial benefits for its customers. According to [Forrester's Total Economic Impact \(TEI\)](#) report, switching to **RingCentral's CCaaS solution can result in an increase of up to 615% in Contact Center ROI**, with a payback time of fewer than three months. This indicates the significant impact that RingCentral's services can have on an organization's bottom line.

Furthermore, RingCentral's UC + CC customers have experienced a **43% increase in First Customer Response (FCR)**, as highlighted in the [RingCentral 2022 Customer Success Metrics](#). Improved FCR can have a powerful impact on customer satisfaction, leading to repeat business and higher customer loyalty.

In addition to enhanced customer satisfaction, RingCentral's UC + CC customers have also experienced a **58% increase in employee satisfaction (ESAT)**, demonstrating the positive effect RingCentral's services can have on employee morale and productivity. The **69% increase in employee mobility** among RingCentral customers further underscores this point: RingCentral enables employees to work more efficiently from anywhere.

RingCentral also helps employees spend less time switching between applications. The average user spends 9% of their annual work time toggling between different apps, but **RingCentral customers have reduced this app switching by an average of 29%**, resulting in improved efficiency and productivity.

These statistics demonstrate the many benefits of switching to RingCentral, including increased ROI, higher customer and employee satisfaction, greater employee mobility, and increased efficiency. **These benefits translate into a more productive and profitable business, making RingCentral a top choice** for companies looking to enhance their communications and customer experience.

Learn More

To learn more about why RingCentral is the right choice for your business, visit RingCentral.com and discover the benefits of our unified communication platform.

Alternatively, **our team is always available** to help you reduce costs while taking your communications capabilities to the next level.

[Contact us](#) to get started.

Sentiment 89%

TOTAL CALLS
1.2k

★★★★☆

